

## CLAIMS

What is claimed is:

1. A method for providing indicia on a web site comprising:
  - 5 allowing a user system to access a host site, wherein said host site is located on a server;
  - determining if the user system was referred to said host site by a referring member;
  - 10 retrieving information associated with said referring member from a referring member profile database; and,
  - displaying on said host site indicia sponsored by said referring member.
2. The method of claim 1, wherein said determining step further comprises at least one of the following steps:
  - 15 identifying a cookie on said user system;
  - identifying an IP address of a referring web site and cross referencing said IP address with a list of member IP addresses; and
  - identifying an IP address of said user system and cross referencing said IP address with a list of user system IP addresses.
3. The method of claim 1, wherein said determining step further comprises:
  - 20 placing a cookie on said user system.
4. The method of claim 1, wherein said displaying step further comprises at least one of the following steps:
  - 25 displaying said at least one indicia on subsequent levels of pages within said host site;
  - retrieving and displaying information associated with said referring member from a RLS central repository;
  - said host site selectively blocking said at least one indicia from display for at least one of the following: said member, said member site, and groups of said member sites;

displaying a corresponding indicia for each referring web site; wherein more than one referring web sites are represented on said host site at a time;

displaying said corresponding indicia for less than all referring web sites;

utilizing pull down and scroll bar technology to see non-displayed indicia; and,

5 displaying said corresponding indicia for each referring web site in order of priority; wherein said priority is determined by at least one of:

chronologically prioritizing referring web sites with highest priority to a last referring web site,

10 chronologically prioritizing referring web sites with highest priority to a first referring web site, and

chronologically prioritizing referring web sites by dynamically rotating the highest priority among each referring web site.

5. The method of claim 1, wherein providing indicia on a web site includes providing at least one of the following: a logo, an additional message line, and a custom greeting.

15 6. The method of claim 1, further comprising the step of storing and retrieving demographics and history information from a demographics and history database and displaying said information to members.

7. The method of claim 6 wherein said demographics and history information is displayed as a list of other referring web sites that referred other users to said host site; and wherein said selection is also displayed to said user system.

20

8. The method of claim 1, further comprising the step of registering a RLS Member by at least one of the following:

receiving at said host site, from a potential RLS Member, information identifying said member and information facilitating the subsequent display on said host site of said at least one indicia;

25 receiving at an RLS Central Server, from a potential RLS Member, information identifying said member and information facilitating the subsequent display on said host site of said at least one indicia;

receiving an indication of a desire by said member to operate as a host site;

receiving specifications regarding positioning of said at least one indicia on said member's own site;

receiving specifications regarding the URL of one of said at least one indicia, said at least one indicia being a logo;

5 creating a logo for said RLS member;

receiving an indication of a desire by said member to participate with a web site;

receiving specifications regarding a return link destination;

receiving specifications regarding an additional message line; and

receiving specifications regarding a custom greeting.

10 9. The method of claim 8, further using said indicia to return said user system from said host site to said return link destination.

10. The method of claim 1, further comprising at least one of the following steps:

providing at least one RLS metatag as a weighting factor for at least one other search engine;

15 providing a standard metatag format in an RLS metatag database for downloading to a user system; and,

providing a RLS favoring search engine on said host site.

11. The method of claim 1, further comprising the step of providing an instant affiliates program wherein said instant affiliates program further includes at least one of the following steps:

20 receiving a criteria for permitting instant affiliation;

creating an affiliate based on said criteria for permitting instant affiliation;

receiving a criteria for prioritizing affiliations;

creating an affiliate based on said criteria for prioritizing affiliations;

25 searching the network for at least one RLS Member and saving found information in an RLS central server;

creating a links page on said host site for automatically affiliating members based on predefined criteria; and,

advertising on said host site by said affiliate.

12. The method of claim 11, further including the step of providing remuneration to said referring member for at least one of the following: a click-through; an impression; and a purchase.

13. A system for providing indicia on a web site, said system comprising:

5           a user system configured to access a host site, wherein said host site is located on a server; wherein said user system is referred to said host site by a referring member;

          said host site configured to retrieve information associated with said referring member from a referring member profile database; and,

10           said host site configured to display indicia sponsored by said referring member.

14. The system of claim 13, wherein said system further comprises at least one of the following:

          said host site configured to identify a cookie on said user system;

15           said host site configured to identify an IP address of a referring web site and cross reference said IP address with a list of member IP addresses; and

          said host site configured to identify an IP address of said user system and cross reference said user system IP address with a list of user system IP addresses.

15. The system of claim 13, wherein said system further comprises:

20           said host site configured to place a cookie on said user system.

16. The system of claim 13, wherein said system further comprises at least one of the following:

          said host site configured to display said at least one indicia on subsequent levels of pages at a domain name of said host site;

25           said host site configured to retrieve and display information associated with said referring member from a RLS central repository configured to contain a world wide logo and name registry;

5 said host site configured to selectively display said at least one indicia sponsored by at least one of the following: a specific member, a specific member site, and groups of member sites;

10 said host site configured to display a corresponding indicia for each referring web site; wherein at least one referring web site is represented on said host site at a time;

15 said host site configured to display said corresponding indicia for less than all referring web sites;

20 wherein pull down and scroll bar technology are used to see non-displayed indicia; and

25 said host site configured to display said corresponding indicia for each referring web site in order of priority; wherein said host site configured to prioritize said referring web sites by at least one of:

30 chronologically prioritizing referring web sites with highest priority to a last referring web site,

35 chronologically prioritizing referring web sites with highest priority to a first referring web site, and

40 chronologically prioritizing referring web sites by dynamically rotating the highest priority among each referring web site.

45 17. The system of claim 13, wherein said at least one indicia further comprises at least one of the following: a logo, an additional message line, and a custom greeting.

50 18. The system of claim 13, further comprising said host site configured to store and retrieve demographics and history information from said demographics and history database and display said information to members.

55 19. The system of claim 18 wherein said host site is configured such that said information is a list of other referring web sites that referred other user systems to said host site; and wherein said information is also configured for display to said user system.

60 20. The system of claim 13, said host site further configured with a registration system to register a RLS Member by at least one of the following:

5                   said host site configured to receive from a potential RLS Member information identifying said potential RLS Member and information facilitating the subsequent display on said host site of said at least one indicia; and  
said host site configured to link said potential RLS Member to a RLS Central Server configured to receive from said potential RLS Member information identifying said member and information facilitating the subsequent display on said host site of said at least one indicia.

10                 21. The system of claim 20, wherein said registration system is further configured to do at least one of the following:

15                 receive an indication of a desire by said member to operate as a host site;  
receive specifications regarding positioning of said at least one indicia on said member's own site; and  
receive specifications regarding the URL of one of said at least one indicia, said at least one indicia being a logo; and

20                 create a logo for said RLS member.  
receive an indication of a desire by said member to participate with a web site;  
receive specifications regarding a return link destination;  
receive specifications regarding an additional message line; and  
receive specifications regarding a custom greeting.

25                 22. The system of claim 21, wherein said indicia is configured to return said user system from said host site to said return link destination.

23. The system of claim 13, said system further configured to provide an instant affiliates program wherein said instant affiliates program is further configured to do at least one of the following:

25                 receive a criteria for permitting and prioritizing advertising;  
search the network for at least one RLS Member and save found information in an RLS central server;  
create an affiliate based on said criteria for permitting and prioritizing advertising;

create a links page on said host site to automatically affiliate members based on predefined criteria; and,  
advertise on said host site by said affiliate.

24. The system of claim 13, further configured to provide a RLS favoring search engine on  
5 said host site.

25. The system of claim 13, further configured to provide remuneration to said referring member for at least one of the following: a click-through; an impression; a purchase.

26. A system for providing indicia on a web site, said system comprising:  
10 a RLS Central Server configured to be accessed by a user system, and a RLS member, and a host site, wherein said host site is located on a server; and wherein said user system is referred to said host site by a referring member;

15 said RLS Central Server configured with a referring member profile database to provide to said host site information associated with said referring member; and

wherein said information associated with said referring member comprises indicia sponsored by said referring member for display on said host site.

27. The system of claim 26, wherein said system further comprises said RLS Central Server configured to provide at least one of the following:

20 a list of member IP addresses for cross reference with an IP address of a referring web site to said host site; and

a list of user system IP addresses for cross reference with an IP address of said user system.

28. The system of claim 26, wherein said system further comprises at least one of the  
25 following:

said RLS Central Server configured to store and provide to said host site said indicia configured for display on subsequent levels of pages within said host site;

5 said RLS Central Server further configured with a RLS central repository  
10 configured to store and provide to said host site information associated  
15 with said referring member; and,

20 said RLS Central Server configured to receive updates from a RLS member and  
25 to store and provide to said host site filtered information to selectively  
30 display said indicia; wherein a non-displayed member is at least one of the  
35 following: a specific member, a specific member site, and groups of  
40 member sites.

45 29. The system of claim 26, said system further comprising said RLS Central Server  
50 configured to receive and store a set of indicia display information from said RLS  
55 members; and further configured to provide said set of indicia display information to said  
60 host site; wherein said set of indicia display information includes at least one of the  
65 following:

70 15 said set of indicia display information configured to indicate a number of referring  
75 web sites, up to all referring web sites, that are displayed on said host site  
80 at any time;

85 15 said set of indicia display information further configured to indicate whether pull  
90 down and scroll bar technology is to be used to view non-displayed  
95 indicia; and

100 20 said set of indicia display information configured to indicate a preferred order of  
105 priority for display of said number of referring web sites; wherein said  
110 preferred order may be specified as at least one of the following:

115 25 chronologically prioritizing referring web sites with highest  
120 priority to a last referring web site,

125 25 chronologically prioritizing referring web sites with highest  
130 priority to a first referring web site,

135 30 chronologically prioritizing referring web sites by dynamically  
140 rotating the highest priority among each referring web site.

145 30 30. The system of claim 26, wherein said at least one indicia further comprises at least one of  
150 the following: a logo, an additional message line, and a custom greeting.

31. The system of claim 26, further comprising said RLS Central Server configured with a demographics and history database configured to:

receive and store demographics and history information provided by said host site;

5 provide a selection of demographics and history information to said RLS members;

receive and store a list of other referring web sites that referred other user systems to said host site; and to provide said list of other referring web sites to said user systems at said host site.

10 32. The system of claim 26, said RLS Central Server further configured with at least one of the following:

a registration system configured to receive and store a set of registration information from a potential RLS Member said set of registration information identifying said member and facilitating the subsequent display on said host site of said at least one indicia; and

15 wherein said registration system is further configured to do at least one of the following:

receive, store, and provide an indication of a desire by said member to operate as a host site;

20 receive, store and provide specifications regarding positioning of said at least one indicia on said member's own site;

receive, store and provide specifications regarding the URL of one of said at least one indicia, said at least one indicia being a logo;

create a logo for said RLS member;

25 receive an indication of a desire by said member to participate with a web site;

receive, store and provide specifications regarding a return link destination;

receive, store and provide specifications regarding an additional message line; and

30 receive, store and provide specifications regarding a custom greeting.

33. The system of claim 26, said system further configured to provide an instant affiliates program wherein said instant affiliates program is further configured to do at least one of the following:

receive a criteria for permitting and prioritizing advertising;

5 search the network for at least one RLS Member and save found information in an RLS central server;

create an affiliate based on said criteria for permitting and prioritizing advertising; and

advertise on said host site by said affiliate.

10 34. The system of claim 26, wherein said RLS Central Server is further configured to provide remuneration to said referring member for at least one of the following: a click-through; an impression; a purchase.

15 35. A method for providing an instant affiliates program comprising:

allowing a user system to access a host site, wherein said host site is located on a server;

determining if the user system was referred to said host site by a referring member;

retrieving information associated with said referring member from a referring member profile database;

20 receiving a criteria for permitting instant affiliation; and,

wherein said instant affiliates program further includes at least one of the following steps:

creating an affiliate based on said criteria for permitting instant affiliation;

receiving a criteria for prioritizing affiliations;

creating an affiliate based on said criteria for prioritizing affiliations;

25 searching the network for at least one RLS Member and saving found information in an RLS central server;

creating a links page on said host site for automatically affiliating members based on predefined criteria; and,

advertising on said host site by said affiliate.

36. A method for providing indicia on a web site comprising:

allowing a user system to access a host site;

determining if the user system was referred to said host site by a referring member;

5 retrieving information associated with said referring member from a referring member profile database;

displaying on said host site indicia sponsored by said referring member;

displaying said indicia on subsequent levels of pages within said host site;

displaying said indicia on subsequent visits to said host site by said user system;

10 retrieving and displaying information associated with said referring member from a RLS central repository;

storing and retrieving demographics and history information from a demographics and history database and displaying said information to members;

registering a RLS Member;

15 using said indicia to return said user system from said host site to said return link destination;

providing an instant affiliates program wherein said instant affiliates program further includes at least one of the following steps:

receiving a criteria for permitting instant affiliation;

20 creating an affiliate based on said criteria for permitting instant affiliation; and,

providing remuneration to said referring member for at least one of the following:

a click-through; an impression; and a purchase.